№ 4079.430

GIVEN BY

U.S. Navy Recruiting Station
Boston

1925

4079.430

POSTERS ISSUED BY U.S. NAVY

RECRUITING POSTERS

ISSUED BY THE U. S. NAVY SINCE THE DECLARATION OF WAR

4079.430

PRESS
U. S. NAVY RECRUITING BUREAU
1918

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U.S. Navy Recruiting Station. Boston
June 11. 1917

ITH splendid devotion to the great cause, American artists came instantly forward and gave their services to the Navy. They came with a large heart and for no pay. The pages of this booklet testify to their patriotic willingness to serve the Navy in stimulating recruiting.

Painters, poster-makers and illustrators of this country, and Mr. Brangwyn of England, Mr. Raemaekers of Holland, have done their work with distinction and often at personal sacrifice. Their artistic efforts have not only received the praise of critics but have filled the primary and important purpose of helping the Navy increase its enlisted personnel.

The Navy expresses its thanks and appreciation.

Rear Admiral, U. S. Navy,
Chief of Bureau of Navigation

March 1, 1918.

ARTISTS WHO HAVE GIVEN THEIR SERVICES TO THE UNITED STATES NAVY

Frank Brangwyn, R. A.
Albert Sterner, A. N. A.
Charles Dana Gibson, President
Society of Illustrators
Wallace Morgan
Kenyon Cox, N. A.
George Wright
Gordon Grant
Louis Raemaekers
Herbert Paus
W. A. Rogers
Robert Reid, N. A.
Howard Chandler Christy
James Daugherty
Milton Bancroft
Edwin H. Blashfield, N. A.
Charles B. Falls
R. Fayerwaither Babcock
James Montgomery Flagg
F. X. Leyendecker
Maurice Delmue
Raymond Bannister
L. N. Britton
J. C. Leyendecker
Clifford Carleton
Arthur Crisp
Taber Sears
N. C. Wyeth
F. G. Cooper
Adolph Treidler
Franklin Booth
Capt. A. B. Palmer, N. G., U. S. A.
Lejaren Hiller Studios
Henry Reuterdahl

Auto Lithograph

Frank Brangwyn, A. R. A.

6 Feet 5 Inches x 5 Feet 2 inches

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Auto Lithograph

Albert Sterner, A. N. A.

59 x 40 Inches

BOSTON PUBLIC LIBRARY

Henry Reuterdahl
Lieutenant, U. S. N. R. F.

49 × 31½ Inches

U. S. NAVY

"Here he is, Sir."
We need him and you too!
Navy Recruiting Station

Copyright, Life Publishing Co.

Charles Dana Gibson

42 x 28 Inches

Arthur Crisp

Design for car card and billboard

24 x 11 Inches

Kenyon Cox, N. A.

42 x 29 Inches

Come On You Sea-Cooks

Wallace Morgan

27¾ × 21 Inches

Will YOU supply
EYES for the NAVY?
NAVY SHIPS NEED BINOCULARS AND SPY-GLASSES
Glasses will be returned at Termination of War, if possible.
One Dollar will be paid for Each One Accepted.
Tag each Article with your Name and Address and express or Mail to
Hon. Franklin D. Roosevelt, Asst Secy of Navy
% Naval Observatory-Washington D.C.
WILL YOU HELP US "STAND WATCH" ON A DESTROYER?

Gordon Grant

29 x 20½ Inches

George Wright

A billboard of this subject, by Mr. Wright, was painted in Bridgeport, Conn.

29 x 23 Inches

Herbert Paus

41 x 28 Inches

W. A. Rogers

16 x 12 Inches

"I SHALL EXPECT EVERY MAN WHO IS NOT A SLACKER TO BE AT MY SIDE THROUGHOUT THIS GREAT ENTERPRISE."
LABOR
TO ALL WORKMEN.
TO ALL TO ACTION!
This Plant is executing a contract for the United States Navy
As Patriotic Americans you can render a Great Service by doing your work promptly and to the best of your Ability
You are a part of the Great Industrial Army behind our Soldiers and Sailors. The Navy looks to you for your most Loyal Co-operation
It is your Patriotic Duty to report all unnecessary delays to your employers, and thus do your part in the Winning of the War.

Herbert Paus

42 x 28 Inches

Auto Lithograph printed in
London for foreign distribution

Frank Brangwyn, R. A.

56 x 38½ Inch

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Robert Reid, A. N. A.

Design for billboard in Chicago, displayed through the kind co-operation of the Chicago Tribune and the Thos. Cusack Company

50 x 133 Feet

Howard Chandler Christy

41¼ x 2

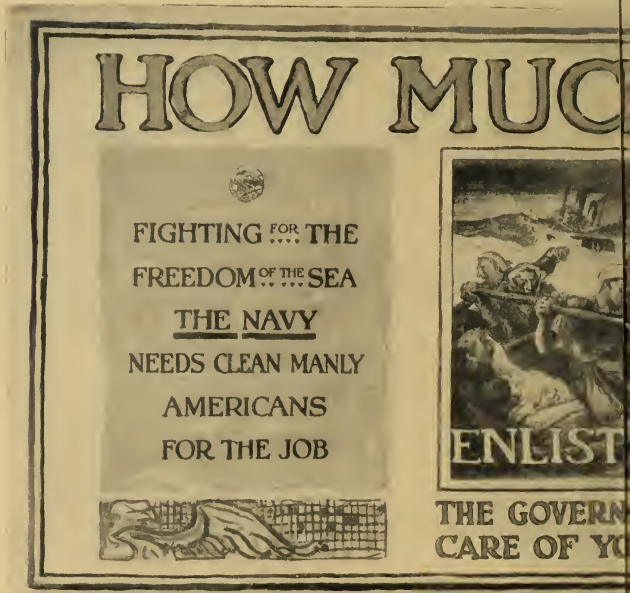
Design for billboard and car card

James Daugherty

Fayerwaither Babcock, Chicago

41 x 27 I

24 Sheet Poster, Center Panel, Auto Lithograph



Frank Bran

H LONGER?

GOOD PAY AND
QUICK PROMOTION
FOR THE RIGHT MEN
APPLY NOW
TO YOUR POSTMASTER
OR
RECRUITING STATION

IENT WILL TAKE
J AND YOURS

19 Feet 3 Inches x 8 Feet 9½ Inches

n, A. R. A.

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Billboard design for Navy Recruiting Office, Wilmington, Del.

N. C. Wyeth

YOU, WIRELESS FANS,
HELP THE NAVY
GET THE
HUN SUBMARINE
1000 RADIO MEN WANTED IN THE
NAVY AND THE NAVAL RESERVE
APPLY AT 280 BROADWAY OR ANY RECRUITING STATION

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ter printed from wood blocks

C. B. Falls

42 x 28 Inches

ches

Panel of recruiting sign for 42nd St. Recruiting Station, New York

Henry Reuterdahl

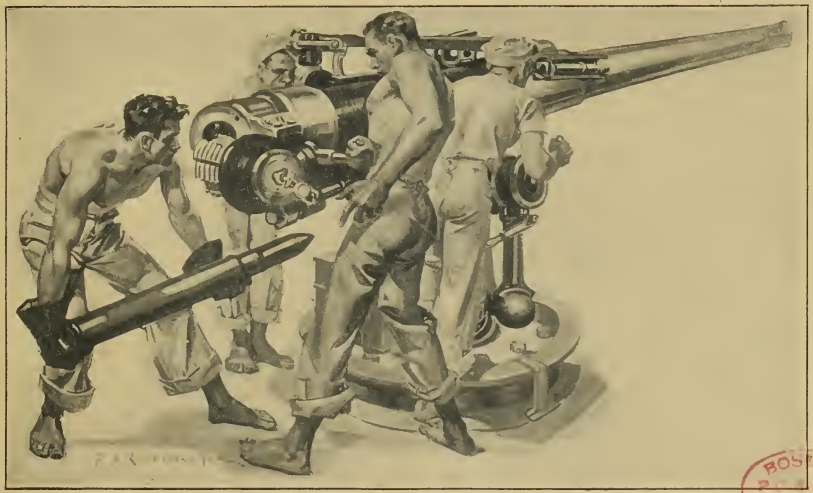
8 x 5 Feet

James Daugherty

41 x 27½ Inches

Milton Bancroft

42 x 28 Inches



F. X. Leyendecker

Car card

24 x 11 Inches

James Montgomery Flagg

41 x 27 Inches

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LIBRARY

Maurice Delmue

24 sheet poster issued by San Francisco Main Recruiting Station, through co-operation of patriotic citizens

19 Feet 3 Inches x 8 Feet 9½ Inches

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Issued by the Main Recruiting Office in San Francisco, through the co-operation of patriotic citizens of that city.

Raymond Bannister

42 x 28 Inches

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Courtesy "Land & Water"

Louis Raemaekers

34 x 28 Inches

Henry Reuterdahl

41 x 28 Inches

J. C. Leyendecker

41 x 28 Inches

Clifford Carleton

46 x 33 Inches

L. N. Britton

41 x 28 Inches

Billboard painted by the artist, assisted by Captain A. B. Palmer, N. G., U. S. A.

Henry Reuterdahl

30 x 40 Feet

The O. J. Gude Company displayed this illuminated billboard gratuitously for a long period

This billboard was gratuitously displayed for a long period by O. J. Gude Co. Painted by Capt. A. B. Palmer, N. G., U. S. A.

Edwin H. Blashfield
Designer

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Howard Chandler Christy

28 x 42 Inches

Henry Reuterdahl

Billboard erected in Scranton, Pa., by the International Correspondence School and patriotic citizens of that city.

25 x 12 Feet

ONLY THE NAVY CAN STOP THIS

BOSTON PUBLIC

Courtesy New York Herald Company

W. A. Rogers

16¾ x 12 Inches

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Taber Sears

Design for billboard

BOSTON PUBLIC LIBRARY

Norman Wilkinson
Lieut.-Comdr., R. N. V. R.

Appendix "A"

Pictorial part unpublished poster
42 x 28 Inches

POSTER EDITIONS ISSUED BY THE NAVY SINCE DECLARATION OF WAR

Frank Brangwyn	Submarine Motif	20,000	
Albert Sterner	America and Bluejacket	21,000	
Henry Reuterdahl	All Together	110,000	
Charles Dana Gibson	Mother Offering Son	25,500	
*Wallace Morgan	Come On You Sea-Cooks	10,000	
Kenyon Cox	Columbia	25,000	
*George Wright	Sailors Going On Board Ship	64,000	
Gordon Grant	Appeal For Binoculars	50,000	
*1,000,000 copies in "Dodger" form have been issued of this poster.			
Milton Bancroft	To Arms	25,000	
*Louis Raemaekers	Cartoon	10,000	
Herbert Paus	Help Deliver the Goods	25,000	
*W. A. Rogers	When You Fire Remember This	10,000	
*Herbert Paus	The President's Appeal to Labor	25,000	
Frank Brangwyn	Auto Lithograph Distributed in London by American Naval Attache	100	
Howard Chandler Christy	Girl In C. P. O. Uniform	101,000	
*R. F. Babcock	Bluejacket On Torpedo	25,000	
*C. B. Falls	Radio Poster	10,000	
Frank Brangwyn	24 Sheet Poster	18,000	
James Daugherty	Follow the Flag	25,000	
James Montgomery Flagg	The Navy Needs You	25,000	
F. X. Leyendecker	Car Card	40,000	
Howard Chandler Christy	Girl in Bluejacket Uniform	21,000	
Maurice Delmue	24 Sheet Poster	600	
Raymond Bannister	The Navy Needs Men	2,000	
Henry Reuterdahl	Poster of Battleships	25,000	
*J. C. Leyendecker	America Calls	25,000	
Clifford Carleton	He Is Keeping the World Safe for Democracy	9,501	
L. M. Britton	Recruiting Poster	26,000	
*W. A. Rogers	Half Sheet Cartoon Relative to Submarine Frightfulness	10,000	
*James Daugherty	The Navy Strikes Now	25,000	

Besides issuing the above posters the U. S. Navy Recruiting Bureau has printed and distributed 63,000 "type-posters" and those marked with an asterisk.

JOIN THE NAVY
OR
NAVAL RESERVE
THE SERVICE FOR FIGHTING MEN

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